

**AMENDMENTS TO THE CLAIMS:**

Please amend claims 1-7 and 9-11, as indicated below. This listing of claims will replace all prior versions and listings of claims in the application:

**LISTING OF CLAIMS:**

1. (Currently Amended) A method for providing redeemable purchasing incentives to customers, comprising:

displaying to a user of a first user computer, a banner advertisement related to a purchasing incentive;

in response to and in association with the display of the banner advertisement, receiving from the user through the first user computer an identifier associated with a second user computer;

in response to the receipt of the identifier, transmitting a coupon from a first computer to [[a]] the second computer; and

displaying the coupon on the second computer; and, whereby

showing the displayed coupon to a retailer to redeem the coupon can be redeemed directly through its display on the second computer.

2. (Currently Amended) The method of claim 1, wherein the transmitting [[step]] further includes transmitting [[a]] the coupon from the first computer to the second computer, provided the second computer has received less than a predetermined number of coupons.

3. (Currently Amended) The method of claim 1, where the displaying [[step]] further comprises displaying a subset of information associated with the coupon to accommodate display characteristics of the second computer.

4. (Currently Amended) A method for providing redeemable purchasing incentives to customers, comprising:

displaying to a user of a first user computer, a banner advertisement related to a purchasing incentive;

in response to and in association with the display of the banner advertisement, receiving from the user through the first user computer an identifier associated with a second user computer;

in response to the receipt of the identifier, transmitting [[an]] the advertisement from a first computer to [[a]] the second computer, said advertisement offering a purchasing incentive to a customer;

inputting information into the second computer, wherein the inputted information directs a third computer to transmit a coupon associated with the advertisement to a computer associated with the inputted information;

transmitting the inputted information to the third computer; and

transmitting the coupon to the computer associated with the inputted information.

5. (Currently Amended) The method of claim 4, wherein the ~~step of~~ transmitting [[an]] of the advertisement from a first computer to [[a]] the second computer[[,]] further comprises ~~the~~

~~step of~~ transmitting a web page depicting the advertisement ~~from the first computer~~ to the second computer.

6. (Currently Amended) The method of claim 4, wherein the ~~step of~~ transmitting of the coupon to the computer associated with the inputted information further comprises printing the coupon from a printer connected to the computer associated with the ~~input~~ inputted information.

7. (Currently Amended) The method of claim 4, wherein the ~~step of~~ transmitting of the coupon to the computer associated with the inputted information~~[[,]]~~ further comprises transmitting the coupon to a display.

8. (Original) The method of claim 7, wherein the display is associated with a wireless telephone.

9. (Currently Amended) A computer-readable medium containing instructions for controlling a computer to perform a method for providing redeemable purchasing incentives to customers, ~~the method~~ comprising:

displaying to a user of a first user computer, a banner advertisement related to a purchasing incentive;

in response to and in association with the display of the banner advertisement, receiving from the user through the first user computer an identifier associated with a second user computer;

in response to the receipt of the identifier, transmitting a coupon ~~from a first computer~~ to  
[[a]] the second computer; and  
displaying the coupon on the second computer; ~~and, whereby~~  
~~showing the displayed coupon to a retailer to redeem~~ the coupon can be redeemed  
directly through its display on the second computer.

10. (Currently Amended) The computer-readable medium of claim 9, wherein the  
transmitting [[step]] further includes transmitting [[a]] the coupon ~~from the first computer~~ to the  
second computer, provided the second computer has received less than a predetermined number  
of coupons.

11. (Currently Amended) The computer-readable medium of claim 1, where the  
displaying [[step]] further comprises displaying a subset of information associated with the  
coupon to accommodate display characteristics of the second computer.